HORT 454 - Horticulture Crop Production & Management  
Spring 2014

Course Objectives
1. Facilitate the integration of academic courses in both the major and related courses through the development of two production plans and budgets.
2. Encourage the student to look at opportunities that exist once they graduate and move into the working world of horticulture.

Instructor:
Dr. Jennifer Bousselot
Lecture in Rm. 102, Shepardson from 2:00-2:50 (M, W)
Telephone: 720-810-5748; email: jmbouss@colostate.edu
Office Hours: by appointment

<table>
<thead>
<tr>
<th>Item (Points)</th>
<th>Item (Points)</th>
<th>Grading:</th>
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<tbody>
<tr>
<td>Group Project Total (175)</td>
<td>Individual Project Total (175)</td>
<td>A = 405-450</td>
</tr>
<tr>
<td>Concept Outline (25)</td>
<td>Concept Outline (25)</td>
<td>B = 360-405</td>
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<tr>
<td>Enterprise Budget (50)</td>
<td>Enterprise Budget (50)</td>
<td>C = 315-359</td>
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<tr>
<td>Production Guide (50)</td>
<td>Production Guide (50)</td>
<td>D = 270-315</td>
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<tr>
<td>Oral Presentation (50)</td>
<td>Oral Presentation (50)</td>
<td>F = &lt;270</td>
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<tr>
<td>Midterm Exam (50)</td>
<td>Final Exam (50)</td>
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Concept Outline: A detailed outline of the plan including an executive summary, company/project overview, marketing research, products or services, and marketing and sales plan.

Enterprise Budget: Estimate the profitability for horticultural enterprises while documenting management practices, resources, and technology used. An enterprise budget should include a production goal, expected market price, management activities that include inputs and costs, estimated net return and breakeven price for the goal of production.

Production Guide: Updating your Concept Outline and Enterprise Budgets then pulling them together in a full production guide.

Oral Presentation: Describe the major concepts within each section of the Production Guide.

Group Structure and Function
Each group has 5 members. Each member will participate in all aspects but will take the ‘lead’ in an area. Each group should plan on meeting outside of class weekly.
1. Primary contact with client, weekly emails and/or phone calls.
2. Primary contact with Jen, weekly progress reports and/or meetings.
3. Primary budget manager, plan and maintain the budget for the project.
4. Primary researcher, perform research and any outside interviews.
5. Primary coordinator, organize reports and project stages.

Honor Pledge
It is our expectation that you will honor the following statement throughout this course: I pledge on my honor that I have not received or given any unauthorized assistance on this academic work.
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Date, Lecture, Topic                      Assignments
Jan 22 Introduction, Group Projects and Individual Projects, Bousselot
Jan 27 Project A: Plant Select Pink Penstemon Project by Pat Hayward
    Project B: Farmers Market Planning Guide by Alison O’Connor, Dr. Jean Reeder
Jan 29 Structured Group Project Working Day, Bousselot Role selection DUE!
Feb 03 New Business Example by Dr. Lou Bjostad
Feb 05 Economics of Small Business by Dr. Dawn Thilmany Concept Outline DUE!
Feb 10 Business Organization for Horticulture Industry by Dr. Ajay Jha
Feb 12 Business Regulation for Horticulture Industry by Dr. Ajay Jha
Feb 17 Enterprise Budgets by Dr. Norman Dalsted
Feb 19 Group Project Advice by Dr. Bill Shuster Enterprise Budget draft DUE!
Feb 24 Structured Group Project Working Day Integrity, Bousselot
Feb 26 Resource Career USDA, Dr. Gayle Volk Production Outline DUE!
Mar 03 Economics of U-Pick Operations by Walt Rosenberg
Mar 05 Presentation Requirements, Midterm handout, Bousselot
Mar 10 Project A: Oral Presentations, Pat Hayward Production Guide DUE!
Mar 12 Project B: Oral Presentations, Alison O’Connor, Dr. Jean Reeder
Mar 14 Take-home Midterm DUE by 5pm to jmbouss@colostate.edu
Mar 17, 19 Spring Break!
Mar 24 Northern CO Horticulture Industry by Karen Crumbaker
Mar 26 Managing Native Hill Farm by Katie Slota Concept Outline DUE!
Mar 31 Diversity in the Workplace by Dr. Shannon Archibeque-Engle
Apr 02 Diversity in the Workplace by Dr. Archibeque-Engle
Apr 07 Volunteer Management, Bousselot Enterprise Budget draft DUE!
Apr 09 Public Garden Business Management by Michelle Provazink
Apr 14 Greenhouse Business Management by Gene Pielin
Apr 16 Start-Up Money Production Outline DUE!
Apr 21 Marketing
Apr 23 Personnel Costs
Apr 28 Oral Presentations Production Guide DUE!
Apr 30 Oral Presentations
May 05 Oral Presentations
May 07 Oral Presentations
May 15 Final Exam 4:10-6:10 pm in Shepardson 102

Possible Alternate Classes:
Green Roofs by Bousselot
Tissue Culture Business by Tom Smith